



REVOLUTIONIZING PATIENT ACCESS: DEVELOPMENT OF VALUE BASED PRICING MODELS FOR BIOPHARMACUTICALS IN EMERGING MARKET

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ABSTRACT

- The project explores how value-based pricing (VBP) can improve access to innovative biopharmaceuticals in emerging markets,
- The project also highlights barriers like
 - regulatory uncertainty
 - lack of data
 - digital infrastructure gap

INTRODUCTION



Biopharmaceutical access is restricted in emerging markets.



VBP aligns drug prices with real world value.



Adoption is limited due to infrastructure and policy gaps.



PROBLEM STATEMENT

Despite innovation in biopharma, access remains unequal in emerging economics due to pricing and weak healthcare systems.



OBJECTIVE AND METHODOLOGY

- Objective:
 - Understand barriers to patient access
 - Evaluate global VBP models.
 - Suggest context-specific recommendation
- Methodology:
 - **Design:** Descriptive cross sectional survey
 - **Sample:** 129 stakeholders (pharma, healthcare, policy)
 - **Tool:** Structured online questionnaire
 - **Analysis-** Excel



Key Findings and Preferred VBP Outcomes

KEY FINDINGS

- 90% believed pricing affects access.
- Affordability rated as a critical issue.
- Top barriers:
 - Lack of data
 - Digital infra
 - Regulatory gaps.

PREFERRED VBP OUTCOMES

- Quality of life improvements
- Long term cost effectiveness
- Fewer hospital visits
- Patient-reported outcomes



Digital & Pharma Readiness and Stakeholder Trust

DIGITAL & PHARMA READINESS

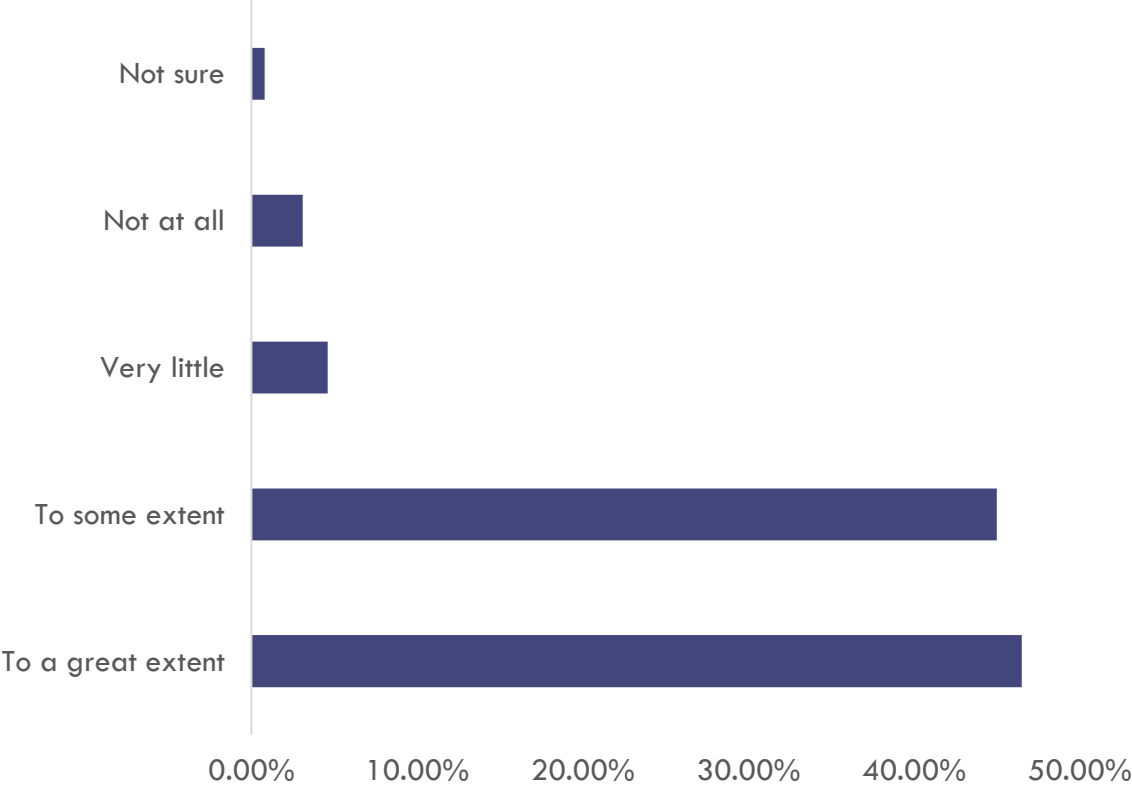
- Only 13% say pharma is VBP ready
- 58% say digital systems are underdeveloped
- Need stronger outcome tracking tools.

STAKEHOLDER TRUST

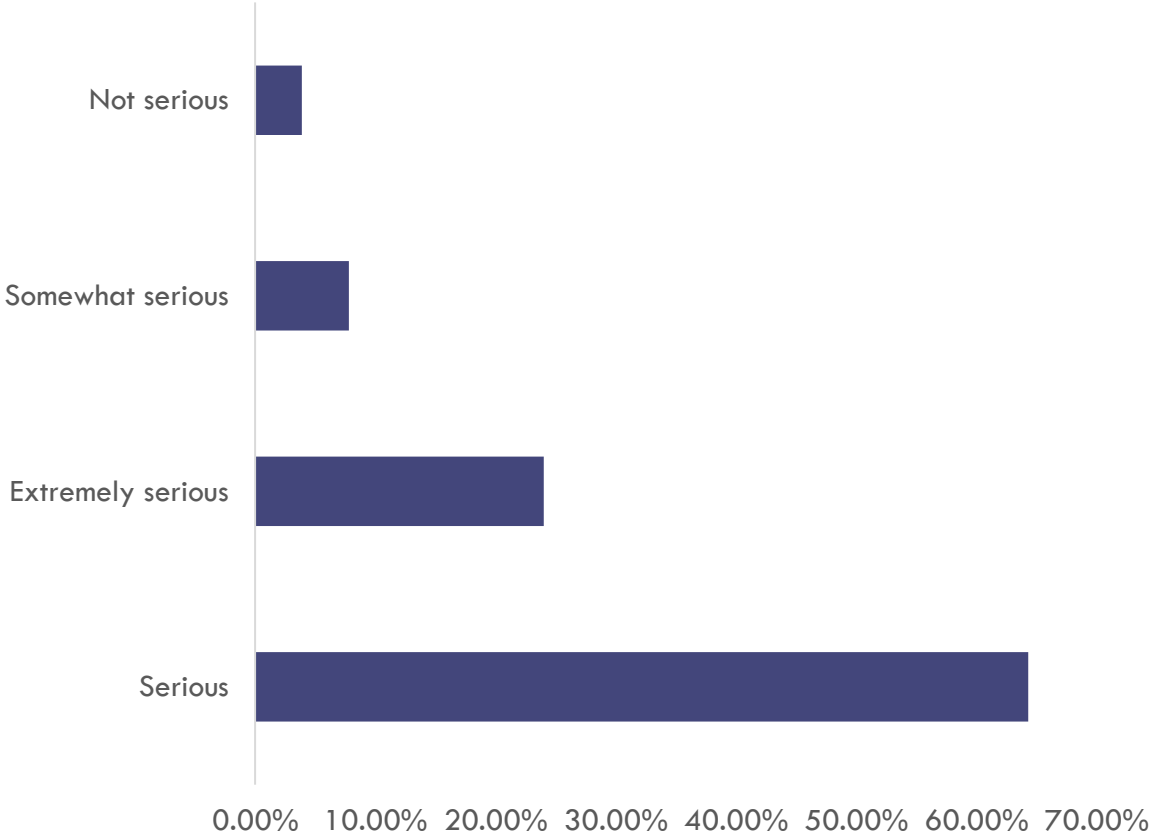
- 78% trust VBP linked medicine pricing.
- 56% believed VBP can improve access.
- Open to reform but need robust systems.

CHARTS

Impact of drug pricing on patient access

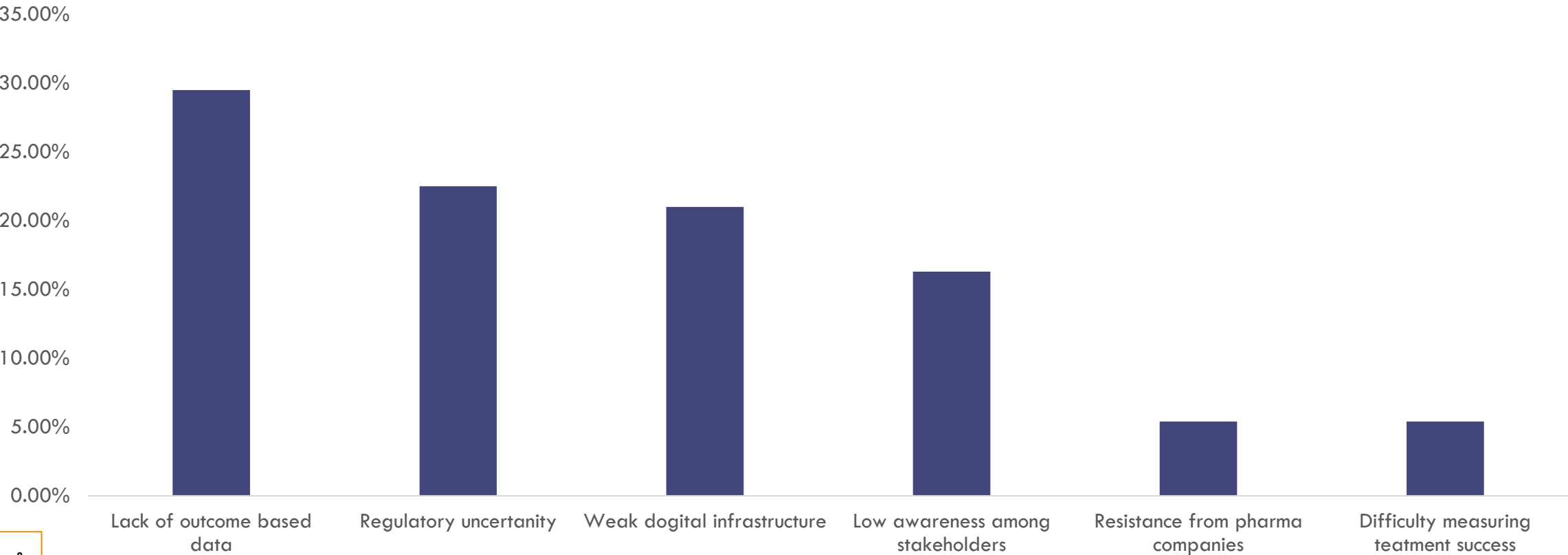


Percieved Affordability Crisis



CHARTS

Barriers to implementing VBP model in India



CONCLUSION



Strong support for VBP in India is required



Barriers must be addressed to succeed



Policy alignment, digital investment, and awareness are crucial.

RECOMMENDATIONS



Strengthen EHR and health data systems.



Implement regulatory framework for VBP and engage pharma in pilot projects.



Promote awareness across stakeholders.

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THANK YOU